



# Sports Directory improves visibility of their inventory position and ordering process

**NETSTOCK**  
Success Story

## Challenge

Inventory management in Sports Directory required gathering information from multiple places and the creation of purchase orders was laborious

## Solution

NETSTOCK was integrated with Sports Directory's ERP (enterprise resource planning) system

## Result

Inventory management information is available in one place, while PO creation is significantly more efficient and adding appropriate items to meet a total PO value is easily solved in NETSTOCK

### Customer

SPORTS DIRECTORY

### Industry

Sports Equipment to UK Schools

### Location

Kent, United Kingdom

Sports Directory are one of the UK's leading educational suppliers of sports products, providing a full offering of sports equipment and clothing. Sports Directory sends catalogues to over 28,000 primary and secondary schools across the UK and has a range of over 4,000 SKU's.

### VISIBILITY IS THE KEY

Having all of the Inventory Management information easily to hand and all in one place, enables a better understanding of what is wrong today and how to place the correct purchase orders.

"Our ERP system was very flat, there was no indication of products that were growing or declining to help change the min and max levels. In order to make decisions we had to gather information from multiple locations to get the visibility needed. Being guided to the highest priority items in each problem area focuses action that makes a big difference to our inventory management" explains Bill Sanderson Managing Director.

NETSTOCK's ability to recommend optimal orders and to highlight exceptions as things change has been extremely valuable for Sports Directory.

**"The process of creating purchase orders and dealing with supply issues is now very efficient; Netstock has become crucial to helping us achieve our aim of 100% customer satisfaction"**

Bill Sanderson,  
Managing Director,  
Sports Directory